



**QUESTIONS AND ANSWERS and ERRATA #1
to
REQUEST FOR PROPOSALS
for
Three Historic-Style Specialty Retail Concessions RFP
at
Columbia State Historic Park**

To All Prospective Bidders:

Attached are the Questions and Answers and Errata #1 to the Request for Proposals (RFP) for Three Historic-Style Specialty Retail Concessions located at Columbia State Historic Park. The Errata #1 highlights the changes to the RFP and Sample Concession Contract for these concession opportunities. The proposer questions regarding this RFP are presented exactly as submitted by the identified party. These documents and other information are available on the web at www.parks.ca.gov/concessions.

If you have any questions, please contact Peggy Harwell at 209/536-2917 or pharwell@parks.ca.gov.

Sincerely,

James A. Luscutoff, Chief
Concessions, Reservations, and Fees Division

Attachments

cc: Jess Cooper, District Superintendent, Central Valley District
Vince Sereno, Sector Superintendent, Calaveras Sector
Peggy Harwell, Concessions Specialist, Central Valley District

**QUESTIONS AND ANSWERS
to the
REQUEST FOR PROPOSALS
for
Three Historic-Style Specialty Retail Concessions
at
Columbia State Historic Park**

Questions from Richard Shears

1. *This (Swartz-Heynemann) Building is 965 sq. ft. The State Parks wants \$12,000 or 7% of gross which ever is greater as a minimum bid. Looking at the other two buildings, the IOOF is 1,784 sq. ft. @ \$3,000.00 or 4%; Pop Conrad's is 1,440 sq. ft. @ 6,000.00 or 4%. Clearly, the Swartz building is half as big for twice the money. WHY? Who is the person that values each concession? What formula is used to establish the value of each concession? How can this be verified by the public?*

State Response: See correction in Errata #1, Item #1. The sq. ft. of the McChesney/IOOF Building has been corrected to 1556 sq. ft. (25.9'x60.5'). The minimum rent and percentage is established through an analysis of the incumbent concession annual gross receipts during the period preceding the RFP and the annual Concessionaire Financial Statements. The annual gross receipts and rent paid for each concession is published annually in the State Parks Concessions Annual Report which is available to the public at http://www.parks.ca.gov/?page_id=26410. The minimum annual rent and percentage for the Swartz-Heynemann Building and Pop Konrad's Garage (candle shop) were both derived per the above information. The minimum annual rent and percentage for the McChesney/IOOF Building has been set low to allow for a non-established concession business to become established.

2. *Reported Attendance. The State of California States that the "Visitor Attendance Report" says that on average 497,000 people a year visit Columbia. Does the State of California believe this to be a true and accurate number? Exactly how is this number arrived at? Exactly what mathematical formula or equation is used to come up with this number? Where is Visitor Attendance Report located? How may a member of the public obtain a copy of the Visitor Attendance Report?*

State Response: See correction in Errata #1, Item #3. Yes, the State believes the estimated annual visitor's attendance of 513,000 is true and accurate. Per California State Parks Departmental Notice (DN) 96-24, Visitor Attendance Reporting, the count is completed daily. For Columbia SHP, each day a State staff person counts all of the vehicles in each of the unit parking lots. The number of vehicles is then multiplied by the Conversion Factor of 2.5 persons per vehicle. The Conversion Factor is established by performing an actual count of the number of people in each vehicle during one (1) busy weekday

and one (1) Saturday and Sunday of the busy season and of the slow season. The total number of people is divided by the total number of vehicles and that gives us the Conversion Factor. The annual visitor attendance information is available to the public by request at each park unit.

3. *The state park system states that Tuolumne County has had "considerable growth" in the last 10 years. That is untrue. These are the facts:*
1. *California grew 10%*
 2. *The nation on a whole grew 9.7%*
 3. *Tuolumne County grew 1.6%*
(from the union democrat May-27-2011)

State Response: See correction in Errata #1, Item #3. Permanent residents in Columbia number approximately 2,400 and per the 2010 U.S. Census, Tuolumne County has experienced 1.6% growth from 2000 to 2010.

Questions from Anne Marie Holmes

4. *How is the number of visitors to the park calculated?*

State Response: Please see the answer to Question #2.

5. *Why are some concessions open seven days and others open sporadically?*

State Response: Most concessions, other than pilot or interpretive concessions, are required by contract to be open at a minimum Memorial Day through Labor Day seven days a week 10 a.m. to 5 p.m., the day after Labor Day through September 30th and April 1st to Memorial Day six days a week 10 a.m. to 5 p.m., October 1st through March 31st five days a week 10 a.m. to 5 p.m., and closed days shall not be on Saturday, Sunday, or holidays. Concessionaires may remain open on other dates, observing same (or longer) hours, at Concessionaire's discretion with the concurrence of State. In the event of adverse weather or other operating conditions, State may permit the concession to close at any time during the term of the Contract.

6. *How is rent and percentage calculated? Why do some pay no rent?*

State Response: Please see the answer to Question #1 for rent and percentage calculation. Per Public Resources Code (PRC) 5080.03 et seq. rent shall be paid on the basis of the higher of a flat monthly amount or a percentage of gross sales. Some interpretive concessions do not include rent requirements in accordance with Department policy (DN 98-08) since they provide a service to the public without fees.

7. *Why are some held more accountable to standards than other?*

State Response: Concessionaires are required to comply with the terms of their respective contracts. Typically, concession contract language requires each concession to be evaluated annually by the District Concessions Specialist, the Sector Maintenance Chief, and the Regional Interpretive Specialist using the Concession Performance Rating form to ensure contract compliance. The State works with each Concessionaire to assist them in remaining contract compliant based on their unique operational provisions.

8. *Where and when are T.V.'s allowed?*

State Response: Televisions are allowed in certain concessions based on their value to enhance the park visitor experience consistent with the mission of Columbia SHP. At this time, a couple of the saloons are allowed to display a television after park hours or for State-approved special events. The television must be located out of public view at all other times. In addition, the overnight cottages include televisions.



February 21, 2012

ERRATA # 1
to
Request for Proposals
for the
Three Historic-Style Specialty Retail Concessions
Columbia State Historic Park

The following are changes and/or corrections to the Request for Proposals (RFP) dated January 25, 2012 for Three Historic-Style Specialty Retail Concessions in Columbia State Historic Park. Changes and/or additions to the RFP are underlined and as follows:

- 1. First page of RFP titled "Notice of Request for Proposals". Replace the first table with the following:**

Building	Minimum Rental Bid	Concession Type	Approx. Building Size
Swartz / Heynemann Building 22760 Main Street	\$12,000 annually or 7% of gross receipts, whichever is greater	Historic-Style Specialty Food/Retail	965 sq. ft. (18'x55')
Pop Konrad's Garage 22719 Broadway Street	\$6,000 annually or 4% of gross receipts, whichever is greater	Historic-Style Specialty Retail	1440 sq. ft. (30'x48')
McChesney / IOOF Building 11198 State Street	Proposed dollar (\$) amount annually or proposed percent (%) of gross receipts, whichever is greater	Historic-Style Specialty Retail	1784 sq. ft. (29.5'x60.5') <u>1556 sq. ft. (25.9'x60.5')</u>

- 2. Exhibit "A" of Sample Contract:**

Replace Exhibit "A", page 48 with the attached Exhibit "A", page 48.

- 3. Amend Paragraph 5 on Page 3 of the RFP as follows:**

Recent visitor attendance reports indicate Columbia SHP attracts an average of ~~497,000~~513,000 visitors each year. Thousands of school children, a majority of which are 4th graders, visit Columbia each spring primarily on weekday mornings to participate in educational/interpretive activities. Permanent residents in Columbia now ~~exceed 2,500~~number 2,400 and per the 2010 U.S. Census Tuolumne County has experienced considerable 1.6% growth over the last ten years from 2000 to 2010. The community of Columbia is also home to Columbia Community College, Columbia Elementary School, Tuolumne County's general aviation airport and CAL FIRE'S Air Tanker Base. The local community frequents the park and brings guests to visit on a regular basis.

EXHIBIT A

**POP KONRAD'S GARAGE
22719 BROADWAY STREET**

